

**ARIZONA CTE CAREER PREPARATION STANDARDS & MEASUREMENT CRITERIA**

<b>ANIMATION, 10.0200.60</b>	
<b>1.0</b>	<b>ANALYZE THE MEDIA INDUSTRY, ITS BUSINESS PRACTICES, AND ITS ROLE IN THE ECONOMY</b>
1.1	Research the role of the media industry and its impact on society and the economy
1.2	Investigate the history and evolution of media and emerging technology
1.3	Identify factors that contribute to the success of media businesses and freelance/contract providers
1.4	Examine the impact of social media on the media industry
1.5	Identify key factors to be considered in launching a media business
1.6	Examine how the relationship among marketing, sales, and production affects profitability
1.7	Describe how production processes and cycles affect media businesses
1.8	Determine costing projections for various media objectives and/or functions
1.9	Describe how diversity (cultural, ethnic, multigenerational) and ethics affect the selection of projects and programs
1.10	Describe how ethics, hype, and content influence media products
1.11	Identify industry safety standards
1.12	Describe multiple distribution platforms that are in compliance with the American Disability Act
<b>2.0</b>	<b>INVESTIGATE INTELLECTUAL PROPERTY LAW AND RIGHTS MANAGEMENT</b>
2.1	Identify current legal issues in media professions
2.2	Explain plagiarism and its effects in business
2.3	Define the establishment of a copyright
2.4	Discuss rights and implications of copyright law
2.5	Examine intellectual property law and its ramifications
2.6	Explain the establishment of a trade name and trademark
2.7	Explain fair use in relation to legal and regulatory considerations
<b>3.0</b>	<b>DEMONSTRATE VERBAL AND NONVERBAL COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY</b>
3.1	Use industry terminology appropriately in the work environment

The knowledge and technical skill standards were validated by the Skill Standards Validation Committee on May 11, 2012, and approved by the Arizona Skill Standards Commission on December 18, 2012.

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3.2	Use effective communication techniques to obtain accurate information from sources, audiences, and clients
3.3	Practice verbal and nonverbal communication skills with people of diverse cultures, generations, and situations
3.4	Practice active listening skills appropriate to the medium/media
<b>4.0</b>	<b>DEMONSTRATE WRITTEN COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY</b>
4.1	Use professional etiquette for web-, email-, and social-media-based communications
4.2	Conduct formal and informal research to collect information
4.3	Verify the accuracy of information
4.4	Verify the authority of sources
4.5	Identify the purpose, content, and audience for communications
4.6	Select the appropriate medium/media for distribution of communications
4.7	Format communications for the purpose, audience, and medium/media
4.8	Use editing skills when reviewing communications
4.9	Use proofing skills and check the spelling when reviewing communications
<b>5.0</b>	<b>UTILIZE COMPUTER APPLICATIONS TO MANAGE MEDIA</b>
5.1	Use appropriate electronic publishing software and output devices
5.2	Apply essential commands and knowledge of computer operating systems
5.3	Apply computer file management techniques
5.4	Use the Internet for file transfer
5.5	Select the format for digital delivery
5.6	Use and care for equipment and related accessories
5.7	Describe the functionality of the internet, intranet, and extranet in the media environment
5.8	Explain methods of protecting a computer against computer threats
<b>6.0</b>	<b>APPLY KNOWLEDGE OF DATA CAPTURE AND MANIPULATION</b>
6.1	Identify software that supports data capture for media devices (i.e., digital camera, video input device, graphics tablet, graphics expansion boards)

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6.2	Select appropriate resolutions for data capture
6.3	Capture and transfer still image, audio, and moving image content
6.4	Archive and manage data for media applications
<b>7.0</b>	<b>ENGAGE IN PRE-PRODUCTION/PLANNING PHASE OF PRODUCT CREATION IN ANIMATION</b>
7.1	Learning the history of Animation in America, by research.
7.2	Identify people that influenced animation, and made it a marketable tool for our society.
7.3	Common themes of Animation throughout history
<b>8.0</b>	<b>IMPLEMENT PLAN(S) FOR ACQUIRING OR CREATING A PRODUCT IN ACCORDANCE WITH PRODUCTION PHASE TASKS IN ANIMATION</b>
8.1	Evaluate problem solving in mathematics to determine frame rate differences between 12, 24, 30 frames per second.
8.2	Identify factors contributing to fast and slow animation speed, by using basic addition and subtraction methods.
8.3	Using the correct speed in your timeline to produce real time, frame rate animation equations to determine length of timeline.
8.4	Understanding different types of frame rate timing and effects.
8.5	Use technology in the solution of math-related problems
<b>9.0</b>	<b>PERFORM TASKS IN POST-PRODUCTION PHASE OF PRODUCT REFINEMENT IN ANIMATION</b>
9.1	Research what prospective employers would need to determine skill attainment in Animation technology.
9.2	Create demo utilizing the appropriate media including attention to content, structure, format and length.
9.3	Provide sample of writing ability in portfolio
9.4	Provide instructor feedback/comments for selected writing and production elements of the portfolio
<b>10.0</b>	<b>DELIVER/DISTRIBUTE PRODUCT(S) USING VARIOUS MEDIA IN ACCORDANCE WITH CONSUMER EXPECTATIONS IN ANIMATION</b>
10.1	Understanding the importance of size, dimensions and file format when exporting Adobe Flash in to various Adobe applications; Premier, After Effects, Encore.
<b>11.0</b>	<b>MONITOR QUALITY ASSURANCE OF PRODUCT CREATION CONCURRENT WITH ALL PHASES OF PRODUCTION IN ANIMATION</b>
11.1	Research the role and impact of electronic media on society and the economy
11.2	Compare/contrast electronic media such as network/cable/satellite television, radio/audio, Internet and film)
11.3	List the factors, including personal traits, which contribute to the success of small radio/television stations and small production houses for animation, film and audio

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<b>12.0</b>	<b>PRESENT PRODUCT(S) TO SELECTED AUDIENCE(S) USING ANIMATION</b>
12.1	Explain steps in a job search
12.2	Develop a resume
12.3	Research hiring criteria for jobs in 3D Animation industries
12.4	Research a company as a potential employer
12.5	Complete job application process
12.6	Apply researched company information for the purpose of preparing for the interview process
12.7	Demonstrate interviewing skills, including pre-interview preparation and post-interview follow-up